

Analisis Pengaruh Shopping Motivation dan Perceived Risk terhadap Intention to Fashion Renting pada Konsumen Indonesia = The Impact of Shopping Motivation and Perceived Risk on Intention to Fashion Renting in Indonesian Consumers

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Abstrak

Industri fashion telah berevolusi secara signifikan, beralih dari traditional craftsmanship ke fast fashion, yang telah meningkatkan concern terhadap masalah lingkungan dan mendorong kesadaran tentang circular fashion juga collaborative consumption. Studi ini meneliti pengaruh shopping motivation dan perceived risk terhadap intention untuk terlibat dalam fashion renting di kalangan konsumen Indonesia berusia 15-45 tahun yang sebelumnya tidak pernah menggunakan platform penyewaan pakaian. Dengan menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) dengan evolusi dari teori Technology Acceptance Model, temuan pada penelitian ini mengungkapkan bahwa social shopping motivation dan social risk secara signifikan memengaruhi attitude terhadap fashion renting. Konsumen yang didorong oleh social shopping motivation, seperti mengikuti tren dan pengaruh teman sebaya, lebih cenderung memiliki sikap positif terhadap penyewaan pakaian. Sebaliknya, social risk yang dirasakan, termasuk potensi stigma atau penilaian dari teman sebaya karena mengenakan pakaian sewaan, memengaruhi attitude ini secara negatif.

Achievement shopping motivation dan performance risk tidak secara signifikan memengaruhi attitude terhadap fashion renting. Selain itu, positif attitude terhadap fashion renting secara signifikan memengaruhi intention untuk menggunakan platform penyewaan pakaian. Menangani social risk dan memanfaatkan social shopping motivation dapat menumbuhkan attitude dan intention yang positif terhadap fashion renting, memberikan wawasan berharga bagi platform dan pemasar fashion renting yang bertujuan untuk mempromosikan konsumsi sustainable fashion di Indonesia.

.....The fashion industry has evolved significantly, transitioning from traditional craftsmanship to fast fashion, which has raised environmental concerns and promoted the circular fashion also collaborative consumption. This study examines the impact of shopping motivation and perceived risk on the intention to engage in fashion renting among Indonesian consumers aged 15-45 who have not previously used fashion renting platforms. Using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the evolution of Technology Acceptance Model theory, the findings reveal that social shopping motivation and social risk significantly influence attitudes towards fashion renting. Consumers driven by social shopping motivations, such as staying trendy and peer influence, are more likely to have a positive attitude towards fashion renting. Conversely, perceived social risks, including the potential stigma or judgment from peers for wearing rented clothes, negatively affect these attitudes. Achievement shopping motivation and performance risk do not significantly impact attitudes towards fashion renting. Additionally, positive attitudes towards fashion renting significantly impact the intention to use these platforms. Addressing perceived social risks and leveraging social shopping motivations can foster positive attitudes and intentions towards fashion renting, providing valuable insights for fashion rental platforms and marketers aiming to promote sustainable fashion consumption in Indonesia.